



WTIC-TV

## ORDER

Print Date 10/05/12

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Flight Dates 10/07/12-10/12/12

Contract / Revision 396957 / LINDA MCMAHON FOR SE

Original Date / Revision 10/05/12 10/05/12 Agency Com 15%

Billing Contact

Advertiser LMcMahon/Republican/ Sen

Agency Mentzer Media Services Inc

Buying Contact

600 Fairmont Ave  
Suite 306  
Towson, MD 21286

Product

LINDA MCMAHON FOR SE

Agency Com 15%

Billing Contact

600 Fairmont Ave  
Suite 306  
Towson, MD 21286

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1463

Alt Order # 06364911

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 01

Advertiser Ref

Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 22% Market Value 48636

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	30%	14590
4WVIT	25%	12159
5WTNH	23%	11186
6WCTX	%	0
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	10	\$9,095.00	\$10,700.00	0.00	10/01/12	10/12/12	10	\$9,095.00	\$10,700.00
Totals	10	\$9,095.00	\$10,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/07/12	10/07/12	Su 10p-11p Su 10p-11p	CM	10p-11p	-----1	:30	1	\$1,400.00	01	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----1		1		\$1,400.00		0.00					
E 2	61	10/07/12	10/07/12	Su 11p-1130p Sun 11p-1130p	CM	11p-1130p	-----1	:30	1	\$375.00	01	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----1		1		\$375.00		0.00					
E 3	61	10/08/12	10/10/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTW----	:30	3	\$950.00	01	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	MTW----		3		\$950.00		0.00					
E 4	61	10/12/12	10/12/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	----1--	:30	1	\$950.00	01	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	----1--		1		\$950.00		0.00					
E 5	61	10/08/12	10/08/12		CM	11p-1135p	1-----	:30	1	\$375.00	01	0.00	NM	1	\$375.00



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Contract / Revision    **396957**    Flight Dates **10/07/12-10/12/12**Hiatus DatesOriginal Date / Revision    10/05/12/    10/05/12Order Sep    00:15:00Advertiser    **LMcMahon/Republican/ Sen**    Product **LINDA MCMAHON FOR SE**    Estimate #    **1463**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
				M-F News at 11pm												
				News at 11pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	1-----					1	\$375.00		0.00				
E 6	61	10/10/12	10/10/12	M-F News at 11pm	CM	11p-1135p	-- 1----	:30	1	\$375.00	01	0.00	NM	1	\$375.00	
				News at 11pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-- 1----					1	\$375.00		0.00				
E 7	61	10/12/12	10/12/12	M-F News at 11pm	CM	11p-1135p	---- 1--	:30	1	\$375.00	01	0.00	NM	1	\$375.00	
				News at 11pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	---- 1--					1	\$375.00		0.00				
E 8	61	10/11/12	10/11/12	Thur Prime A	CM	8p-9p	--- 1---	:30	1	\$4,000.00	01	0.00	NM	1	\$4,000.00	
				X-Factor												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--- 1---					1	\$4,000.00		0.00				
Totals													10	\$10,700.00		